

Marketing at the Writing Center

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IUS Writing Center

- Useful tool for students.
- Trained consultants give great assistance.
- Overall mission is to create “stronger writers” at IUS.

Marketing Research

- Must understand previous tactics and audiences to create new ones.
- The American Marketing Association's approved definition of marketing is defined as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (AMA, 2017)
- Many want to grow a small business. How?
- Implement marketing email.
- Professor Leigh-Ann Meyer.

Cont.

- We have tried many tactics, in person at many events and Open Houses as well as using signage around campus. Budgets are always a concern, so we try to utilize everything available that doesn't cost additional funds, which makes perfect sense." (Meyer, 2021)
- "I cannot say how many times I have heard from students that they wished they would have used the Center but hadn't completed anything enough in time to have a consultation and before the due date." (Meyer, 2021)

Target Audience

- Upon marketing research, the target audience can be assessed.
- Personal information.
- What does the customer want or need?
- My target audience: student life.

An Attentive Audience

- Attention spans are shortening:
 - Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds” (Mcspadden, 2021)
 - “the average American adult receives in excess of 3,000 messages everyday.” (Moore, 2010, p. 131)

Cont.

- Messages are often ignored.
- Create a catchy advertisement to easily appeal to my target audience based on previous marketing research.



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MEET YOUR CLUB OR ORGANIZATION
GRADE REQUIREMENTS?***

THE WRITING CENTER CAN HELP!

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Mailman or Marketer? You tell

- Even if a message is interesting, it must come from a trusted source.
- Without a trusted source, there is no credibility.
- Dean of Student Life.

Results

March 22 - 29: **18 appointments**

March 30 - April 6: **29 appointments**

References

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